The listing of the claims will replace all prior versions, and listings of claims in the application.

## **In the Claims**

- 1. (Currently amended) A system for determining which <u>non-internet</u> advertisements direct which web clicks comprising:
  - a database comprising information about a user's <u>non-internet</u> media buys; a second database comprising a user's IP addresses;

said system comparing information from said first database with information from said second database to determine which of said <u>non-internet</u> advertisements generated said web clicks.

- (Currently amended) The system of claim 1 further comprising:
  a report which shows which of said <u>non-internet</u> advertisements generated said web clicks.
- 3. (Currently amended) The system of claim 1 wherein said information about a user's <u>non-internet</u> media buys comprises:

date and time of <u>non-internet</u> advertising; type of <u>non-internet</u> advertising; location of <u>non-internet</u> advertisement and an expiration date for said <u>non-internet</u> advertisement.

4. (Currently amended) The system of claim 3 wherein said information about a user's <u>non-internet</u> media buys further comprises the demographics of said <u>non-internet</u> advertisement.

- 5. (Currently amended) The system of claim 3 wherein said information about a user's <u>non-internet</u> media buys further comprises the cost of said <u>non-internet</u> advertisement.
- 6. (Previously presented) The system of claim 1 further comprising: a report which shows which of said web clicks do not correspond to an advertisement.
- 7. (Currently amended) A method for determining which <u>non-internet</u> advertisements direct which web clicks comprising:

inputting information about a user's <u>non-internet</u> media buys into a database; inputting information about a user's IP addresses into a second database; comparing information from said first database with information said second database;

determining which of said <u>non-internet</u> advertisements generated said web clicks.

(Currently amended) The method of claim 7 further comprising;
 generating a report which shows which of said <u>non-internet</u> advertisements
 generated said web clicks.